GOVERNMENT OF INDIA
MINISTRY OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING
DEPARTMENT OF ANIMAL HUSBANDRY AND DAIRYING
LOK SABHA
UNSTARRED QUESTION No. 333
TO BE ANSWERED ON 5th DECEMBER, 2023

E-GOPALA APP

333. **SHRI N. REDDEPPA:**

Will the Minister of FISHERIES, ANIMAL HUSBANDRY AND DAIRYING
मत्स्यपालन, पशुपालन और डेयरी मंत्री

be pleased to state:

(a) the details of the e-GOPALA app launched for helping farmers in managing livestock including buying and selling of disease free germplasm in all forms;
(b) the progress made in this respect and the benefits realized there from; and
(c) the details of other such measures being taken to help farmers in managing their livestock?

ANSWER
THE MINISTER FOR FISHERIES, ANIMAL HUSBANDRY AND DAIRYING
(SHRI PARSHOTTAM RUPALA)

(a) and (b) Recognising the need of a digital platform to help dairy farmers for managing their animals, the Department has developed an android and web-based application called "e- GOAPLA". Hon'ble Prime Minister inaugurated the e-GOPALA App in September 2020 for direct use by the farmers. This application is available in 12 languages viz. Hindi, Gujarati, Marathi, Odiya, Kannada, Malayalam, Punjabi, Telugu, Bengali, Tamil, Assamese and English.

The application provides various information to the farmers and helps in:

(i)   It helps farmers to formulate balanced ration for dairy animals using locally available feed ingredients optimising the feed costs while increasing productivity and reproductive efficacy.
(ii)   It helps farmers in management of nearly 29 common ailments of dairy animals e.g. mastitis, indigestion, diarrhoea etc. using Ethno-Veterinary Medicine (EVM). This section also contains videos in various languages on disease management protocols through Ethno- Veterinary Medicine.
(iii)   Provides digital platform for buying/selling of dairy animals, information on source of quality semen doses available for various breeds of cattle and buffaloes and contact details for availability of IVF embryos and sex-sorted semen.
(iv)   Provides real-time information on breeding, nutrition and health of their animals from NDLM data base.
(v)   It provides timely alerts on due date for vaccination, pregnancy diagnosis, calving etc. as well as information about various schemes on dairying and animal husbandry.
(vi)   Farmers can also directly connect to call centre for their queries on animal health, nutrition and breeding though this App.

The app has been uploaded in UMANG portal and made available to 5.7 crore users registered on the portal. The app is being subsumed under NDLM portal.

(c) As a measure to help farmers in managing their livestock, the Department has launched National Digital Livestock Mission (NDLM) to create a farmer-centric, technology-enabled ecosystem where the farmers are able to realize better income through livestock activities with the right information and enabling infrastructure to obtain timely, high quality services and access to markets as a result of well-functioning, connected systems that optimize for sustainable economic opportunities and health of both the animals and the people.

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